

ORDER



Orders
Order / Rev: 705945
Alt Order #: 06273719
Product Desc: RESTORE OUR FUTURE
Estimate: 343
Flight Dates: 08/14/12 - 08/20/12
Original Date / Rev: 08/10/12 / 08/10/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Restore Our Future
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	23	\$106,500.00	\$90,525.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	23	\$106,500.00	\$90,525.00	0.00
Totals	23	\$106,500.00	\$90,525.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WUSA	23%	\$106,500.00
Market	100%	\$463,043.48

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	25%	\$115,760.87
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	30%	\$138,913.04
WTTG	22%	\$101,869.57
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	08/14/12	08/17/12	4-5p Dr. Phil	CM	4-5p	- TWTF - -	:30	8	\$800.00	P-2	0.00	NM	8	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	- TWTF - -			8		\$800.00		0.00				
E 2	WUSA	08/14/12	08/14/12	Tue Prime A NCIS	CM	8-9P	- T - - - -	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	- T - - - -			1		\$10,000.00		0.00				

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Advertiser: Restore Our Future
 Product Desc: RESTORE OUR FUTURE
 Estimate: 343

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WUSA	08/14/12	08/14/12	Tue Prime B NCIS: Los Angeles	CM	9-10P	-T-----	:30	1	\$8,500.00	P-2	0.00	NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	-T-----		1			\$8,500.00		0.00				
E 4	WUSA	08/14/12	08/14/12	Tue Prime C The Mentalist	CM	10-11p	-T-----	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	-T-----		1			\$7,500.00		0.00				
E 5	WUSA	08/15/12	08/15/12	Wed Prime C CSI NY	CM	10-11P	--W----	:30	1	\$6,500.00	P-1	0.00	NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	--W----		1			\$6,500.00		0.00				
E 6	WUSA	08/16/12	08/16/12	Thu Prime B Big Brother 14	CM	9-10P	---T---	:30	1	\$9,000.00	P-1	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	---T---		1			\$9,000.00		0.00				
E 7	WUSA	08/16/12	08/16/12	Thu Prime C Person of Interest	CM	10-11P	---T---	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	---T---		1			\$7,000.00		0.00				
E 8	WUSA	08/17/12	08/17/12	Fri Prime C Blue Bloods	CM	10-11P	----F--	:30	1	\$8,000.00	P-1	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	----F--		1			\$8,000.00		0.00				
E 9	WUSA	08/18/12	08/18/12	Sat Prime A Crimetime Saturday	CM	8-9P	-----S-	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	-----S-		1			\$2,500.00		0.00				
E 10	WUSA	08/18/12	08/18/12	Sat Prime B Crimetime Saturday	CM	9-10P	-----S-	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	-----S-		1			\$3,000.00		0.00				
E 11	WUSA	08/18/12	08/18/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	-----S-		1			\$3,500.00		0.00				
E 12	WUSA	08/19/12	08/19/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	-----S		1			\$3,000.00		0.00				
E 13	WUSA	08/19/12	08/19/12	Face the Nation Face the Nation (10:30 AM-11:00 AM)	CM	1030-11a (10:30 AM-11:00 AM)	-----S	:30	1	\$25,000.00	P-3	0.00	NM	1	\$25,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	-----S		1			\$25,000.00		0.00				
E 14	WUSA	08/19/12	08/19/12	Sun Prime D The Mentalist	CM	10-11P	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	-----S		1			\$5,000.00		0.00				
E 15	WUSA	08/20/12	08/20/12	4-5p Dr. Phil	CM	4-5p	M-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	M-----		2			\$800.00		0.00				
Totals													23	\$106,500.00	